Strategic Prevention Framework- In Your Community Work

Assessment

Capacity

Evaluation

Sustainability and Cultural Competence

Implementation

Planning

The 5 P's
Pillars for Communities Success

Overview

- Developed from years of experience working in communities (non profit work, state and federal work) on youth development.

- Offered as a guidance to assist communities of colors developing youth led prevention (for all purposes)

- Reviewed several models

- Identified two models and conducted a "cross walk" over the past six months of work.

Passion in Community

Here, the community and the members of the coalition posses this trait naturally and it comes through in many different ways… Passion is deep in each of us….because community members and coalition members believe, respect, honor and most importantly love our community. We all (community & Coalition) want the most and the best outcomes for our children and the families in the community.

The Need for the Powerbase

This involves making sure that members of faith community, champions, elders, and grassroots organizations are intimately involved with the process of being a part of our coalition. The community realizes that not having this important aspect of the community involved may negatively impact the behavioral health of many of the people in our community. The faith community along with those mentioned above can mobilize and energize it's constituents to get involved, volunteer and refer people to the activities or services being offered by the coalition or the organizations involved with the Coalition.

This trusted Powerbase group is foundational in that it provides the basic needs of safety, guidance, and protection. This provided security allows the coalition to mature and flourish while in the early stages of development. The authority of the Powerbase helps a coalition survive against need thwarting environments and lessens the experiences of need frustrations, mal-functioning, and ill-being.

Prestige in the Community

"This is when a coalition has the respect of the community. The community knows the Coalition is there for them. The community has noticed the work of the coalition and has trust the coalition has been there for community and has a lot of respect for the coalition. This means the community realizes that what programs or interventions the Coalition brings is well meaning will come to fruition with their support. The Coalition's word and "deed" is very important."

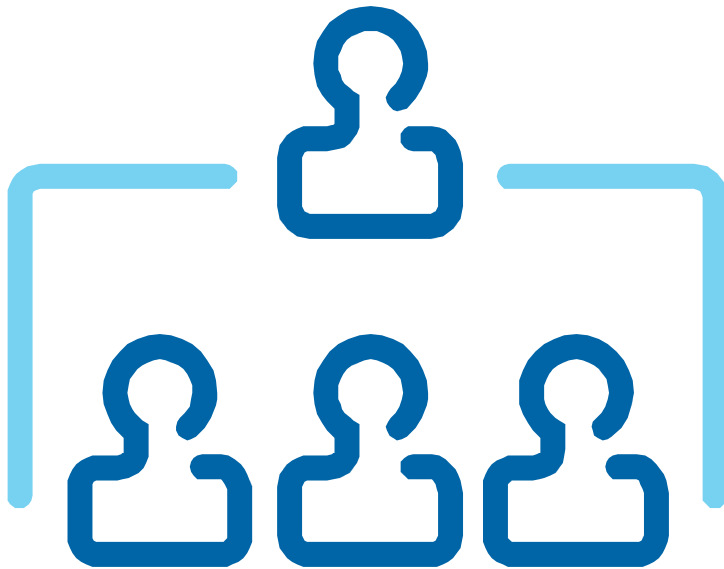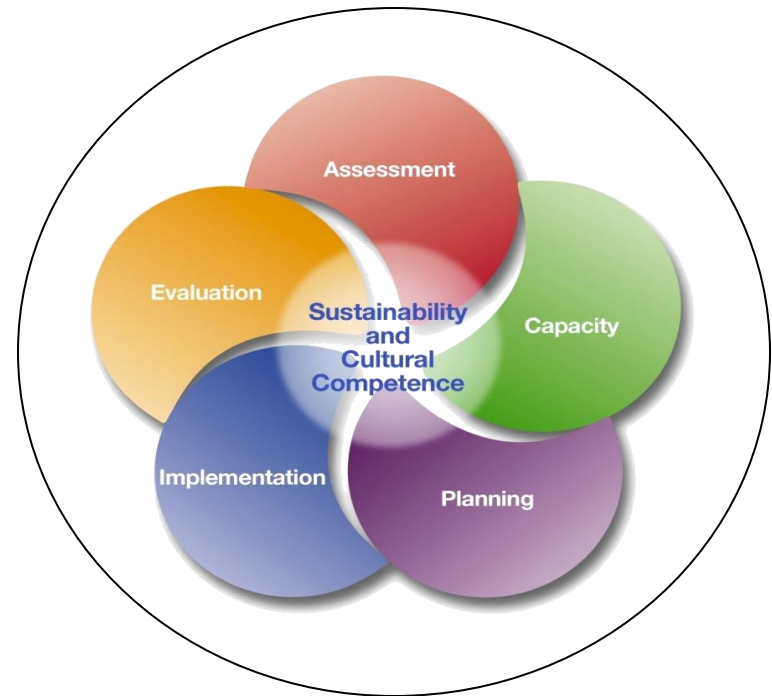-Tracy Johnson

Sheray's & Associates

Presence

- Be a community resource
- Collaborate with other nonprofits/organization
- Go to the other organization's event/volunteer
- Social Media
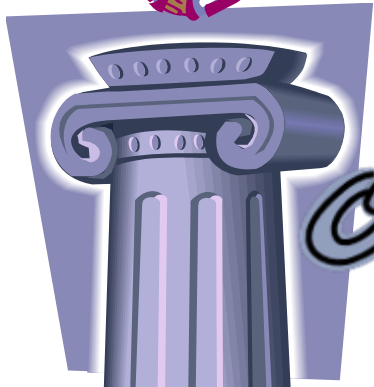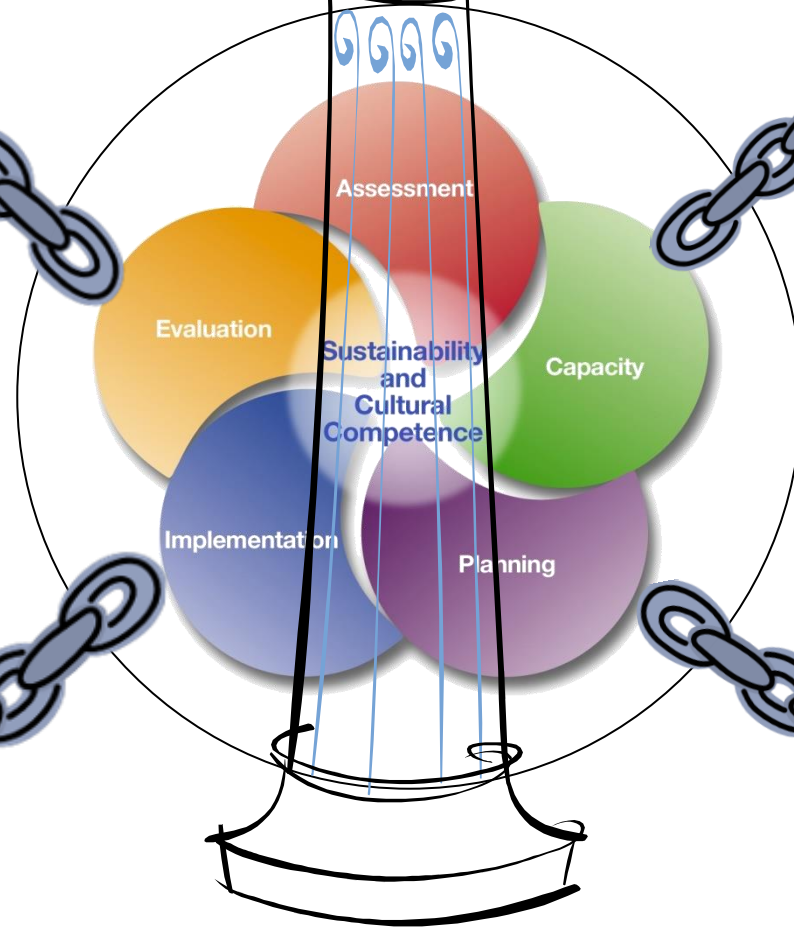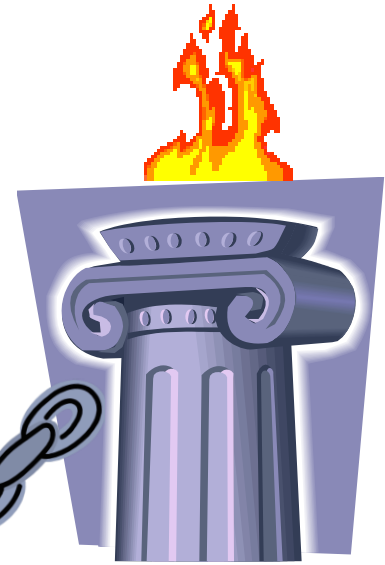- Get to know foundations

PROCESS

Organizational

Outcome-based

The Strategic Prevention Framework

Assessment

What does the problem look like and what resources do we have and need to solve it?

Evaluation

Evaluating how we implemented the plan, what worked and what were the results

Capacity

How can we build resources we need, use the resources we have and mobilize community people around the issue?

Sustainability and Cultural Competence

Implementation

Putting the plan into action

Planning

Put together a blueprint for addressing the problem.
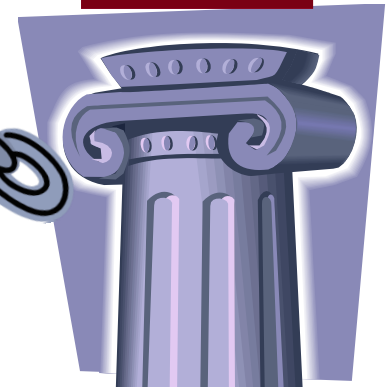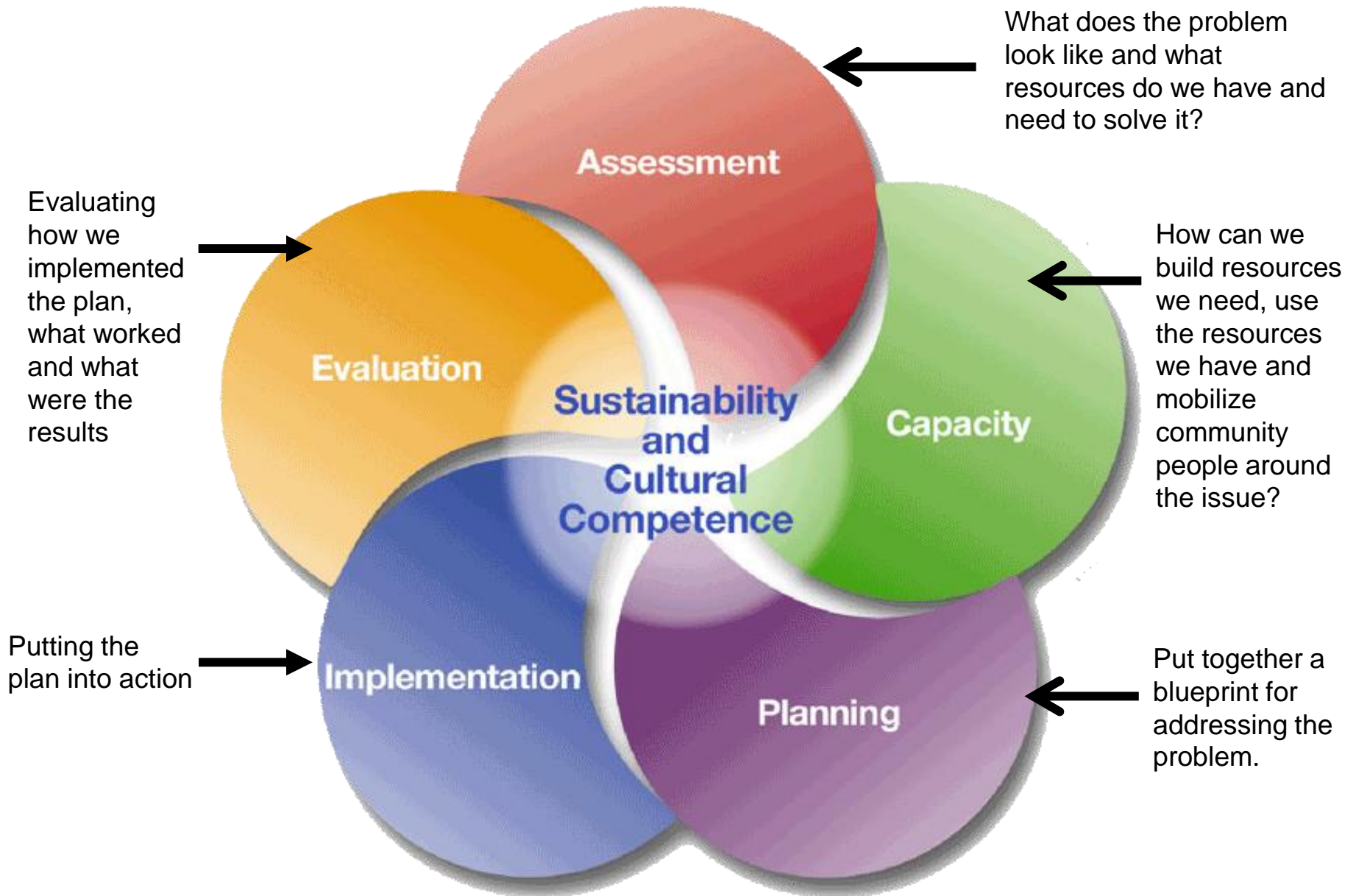
Focus of the Strategic Prevention Framework

- Community development
- Strategic planning
- The change process at the community level

Program Planning

Why create a plan for action?

Planning allows us to create an objective profile of our community, identify how to focus resources and efforts, and to implement more effective strategies

In other words, a plan for action…. Allows us to act with intent, be thoughtful, and use our resources wisely

Definition of Community

- Geographically determined

- Racially or ethnically determined

- Demographically determined

- Topically determined

Community Planning Systems

- Bring the power of individual citizens and institutions together

- Create a comprehensive plan that everyone in the community has a stake in and owns

- Hold community institutions accountable

Focus for Communities

- Consumption and consequences (prevent the problem associated with use)

- Across the lifespan (not just youth)

- Outcomes measured at the population level (not just program level)

# Focus for Communities

- Based on evidence-based research/empirical data
  - Appear on a Federal list

  - Appear in a peer-reviewed journal as effective

  - Demonstrate "documented effectiveness" in some other way.

Key Principles of the Strategic Prevention Framework

- Public health approach
  - Agent
  - Host
  - Environment
- Strategic planning process
- Data used throughout the process to inform decisions
- Outcomes-based prevention
  - Population level changes in consumption and consequences

The Public Health Model

- Model requires organizations to think in a comprehensive manner beyond the part of the problem they see.

- The model stresses that problems arise through the relationships and interactions among the agent, the host, and the environment.

Host

Agent

Environment
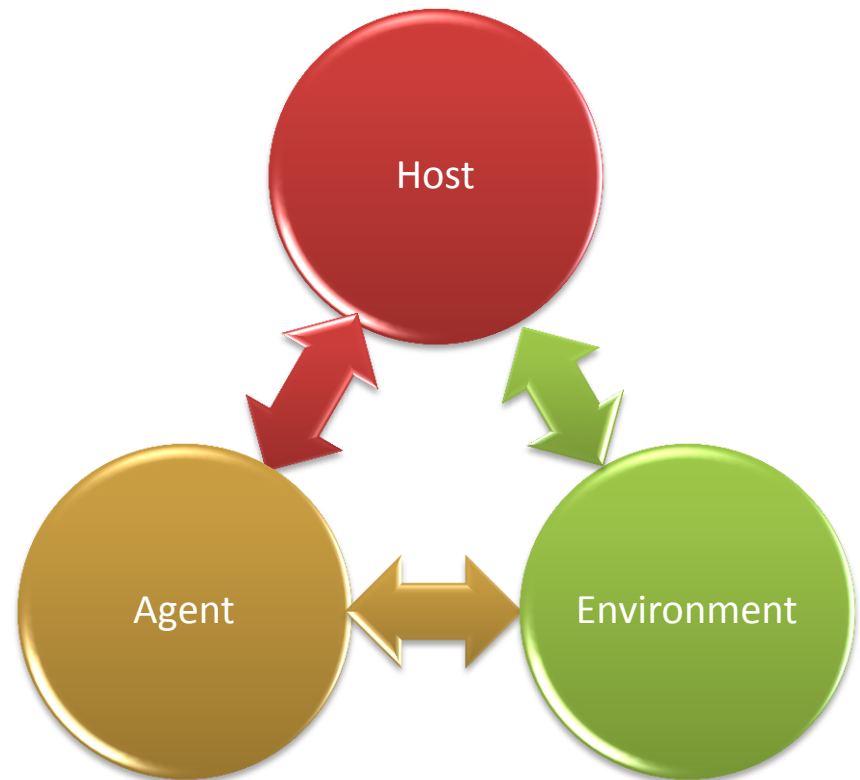
SAMHSA's
Strategic Prevention Framework
Supports Accountability, Capacity, and Effectiveness
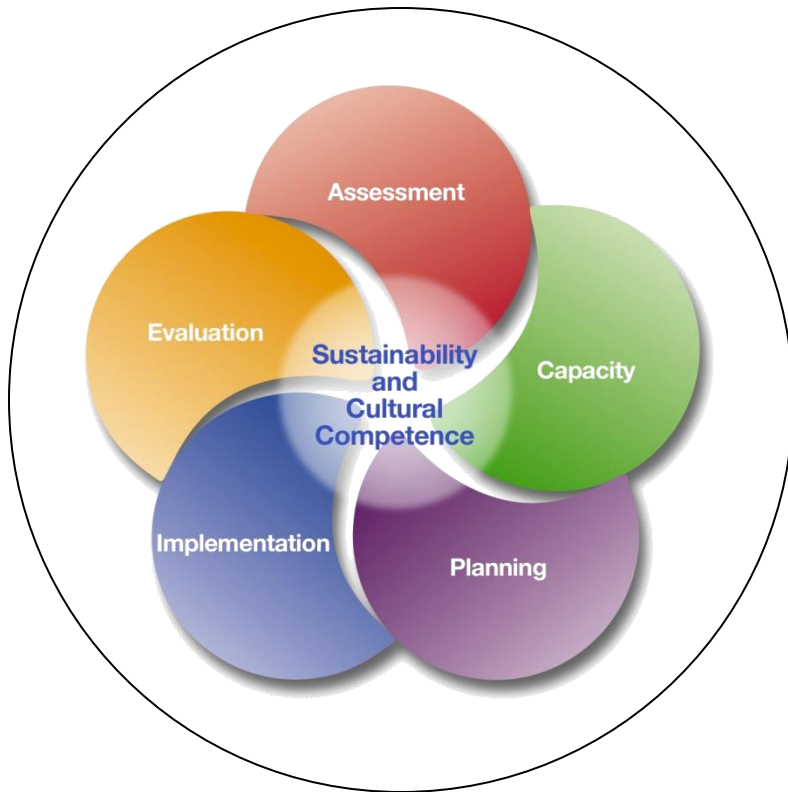
Assessment
Profile population needs, resources, and readiness to address needs and gaps

Capacity
Mobilize and/or build capacity to address needs

Planning
Develop a Comprehensive Strategic Plan

Implementation
Implement evidence-based prevention programs and activities

Evaluation
Monitor, evaluate, sustain, and improve or replace those that fail

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Assessment

Use and Related Problems

Resources, Gaps, and Readiness

Community Priorities

Examples

✓ *Ensure data is culturally-responsive and appropriate*
✓ *Gain community approval for data collection methods*

✓ *Identify relevant risk and protective factors and underlying conditions*
✓ *Consider access to resources*

✓ *Formulate assumptions of change*
✓ *Gain community approval for selected priorities*

Assessing Population Needs
Types of Data

- Quantitative
  - Counting
  - checklists
  - Surveys
  - Analysis of statistics

- Qualitative
  - Stories
  - Case studies
  - Testimonials
  - Focus groups

Setting Priorities

Weighing the options

- Magnitude
- Changeability
- Impact
- Concentration
- Time Lapse
- Political Will

Criteria topics

Step 1 – Why do we need to do an assessment?

- It answers the question, "What is going on in my community?"

- More specifically, it identifies:
  - How big and what type of a substance use problem do I have in my community?
  - What resources currently exist in my community that are addressing the identified problems related to substance abuse?
  - What is supporting the substance abuse problem in my community?
  - How ready is my community for prevention?

Step 2 – Capacity: What is it?

Types and levels of resources needed to address identified needs including:

- **Human resources**

- **Technical resources**

- **Management and evaluation resources**

- **Financial resources**

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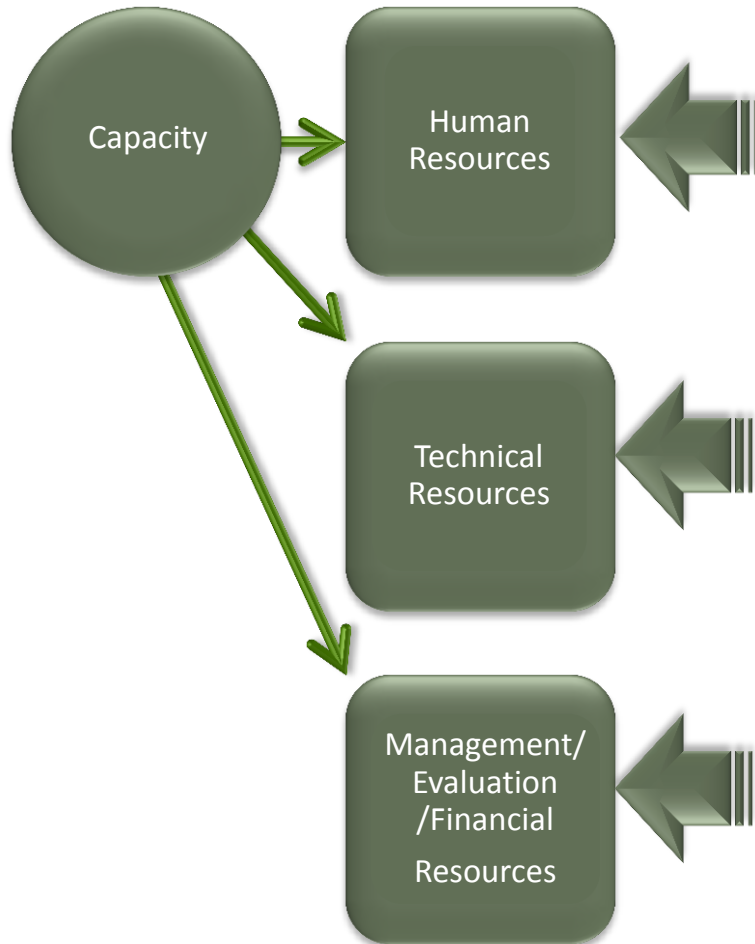
Examples

Human Resources
- ✓ *Examine community resources and readiness*
- ✓ *Check cultural representation (e.g., language, gender, age)*

Technical Resources
- ✓ *Ensure that tools and technology are relevant*

Management/Evaluation/Financial Resources
- ✓ *Examine community resources and readiness*
- ✓ *Develop policies (i.e., recruitment and retention, training, communication and community input) to improve capacity*

Capacity: Why Is it Important?

The resources, people, partnerships, coalitions, and skills are essential to the successful implementation of prevention plans

Capacity: What does it involve?

- Mobilizing resources
- Engaging stakeholders
- Partnerships with the community
- Building coalitions
- Developing readiness
- Focus on cultural competency, sustainability and evaluation

Step 3 – Develop a Comprehensive Strategic Plan

What is a Comprehensive Strategic Plan?

- A comprehensive, logical, and data driven plan to address the problems identified in Step 1 using the capacity built or mobilized in Step 2

- The plan includes Strategic Goals, Objectives, and Performance Targets, as well as Logic Models and in some cases Action

Why Do I Need a Strategic Plan?

The Strategic Plan lays the groundwork for Implementation of activities, including:

- Capacity Expansion

- Training

- Development of monitoring & evaluation systems

The identification of strategies

The selection of evidence-based programs, policies, and practices to be implemented

The evaluation plan

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Planning

Goals Objectives Strategies

Logic Models/ Evidence-based Policies

Costs and Resources
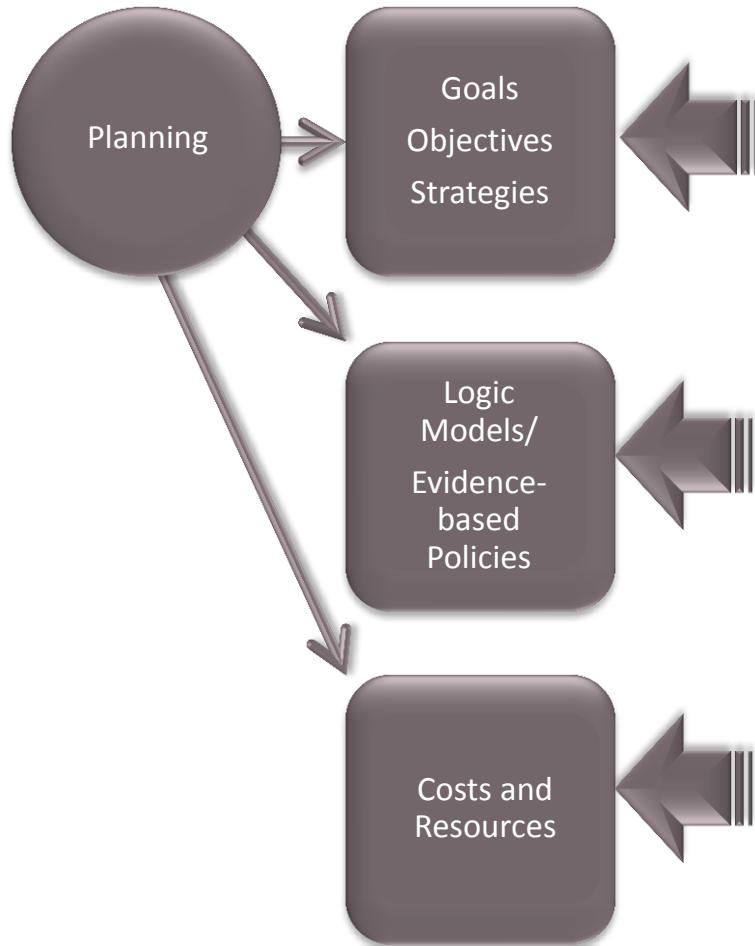
Examples

✓ *Develop a plan that includes Strategic Goals, Objectives, and Performance Targets, as well as Logic Models and in some cases Action Plans*

✓ *Develop a State- or Jurisdiction-level logic model.*
✓ *Establish a process for determining what is evidence-based and for reviewing selected strategies*

✓ *Determine a mechanism for soliciting proposals (e.g., letter of intent, request for proposals), create the requisite documents, and create a systematic and culturally-competent review process*

Step 4 – Implementation: What is it?

- Taking action as guided by the Strategic Plan developed in Step 3

- Developing detailed action plans for elements of your intervention, including balancing fidelity of implementation with adaptation

- Developing a final detailed evaluation plan that includes process and outcome measurements and continual monitoring of implementation fidelity

Definition of a Logic Model

• Description of what a program is expected to achieve and how it is expected to work

• A map linking together a project's goals, activities, services, and assumptions

• A "guide" that describes
  – what you are trying to do
  – and why you think it will work.

Benefits of a Logic Model

- Develops understanding

- Helps monitor progress

- Serves as an evaluation framework

- Helps expose assumptions

- Helps restrain over-promising

- Promotes communication

Environmental Strategies
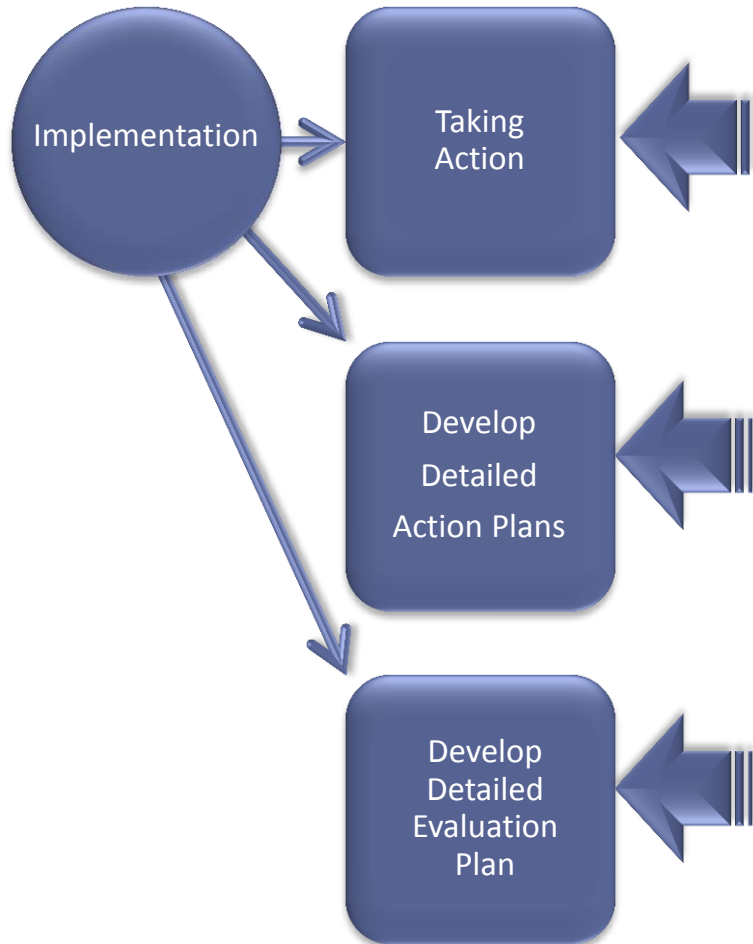
Environmental Categories

- Policies
- Enforcement
- Education
- Communication
- Collaboration

Program Strategies

- Workshops led by trained peer educators (PEs)
- Community outreach and Awareness
- Information and referral SA services
- Peer Education Training for participants/clients
- New or changes in laws/ordinances

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Implementation ──→ Taking
                   Action

            ──→ Develop
                Detailed
                Action Plans

            ──→ Develop
                Detailed
                Evaluation
                Plan
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Examples

✓ *Ensure that everyone involved in the prevention effort is on the same page*
✓ *Create a feedback loop for communicating efforts and successes*

✓ *Develop detailed action plans for elements of your intervention, including balancing fidelity of implementation with adaptation*

✓ *Develop a final detailed evaluation plan that includes process and outcome measurements and continual monitoring of implementation fidelity*

Step 5 – Monitor, Evaluate, Sustain, and Improve or Replace those that Fail

What does the Evaluation Step include?

- Process evaluation
- Collection of required outcome data
- Review of policy, program, and practice effectiveness
- Development of recommendations for quality improvement

Why Do I Need to Assess Implementation?

| It tells us. . .	We use it to. . .
• What works • What doesn't • What to improve • How to improved it	• Plan programs / strategies • Monitor implementation of programs / strategies • Improve programs / strategies • Advance knowledge

Evaluation Definitions

Process
- Documents program implementation including fidelity and adaptations

Outcome
- Documents effects you expect to achieve after the program is implemented

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Evaluation

Areas of Improvement

Measuring Impact

Sustainability
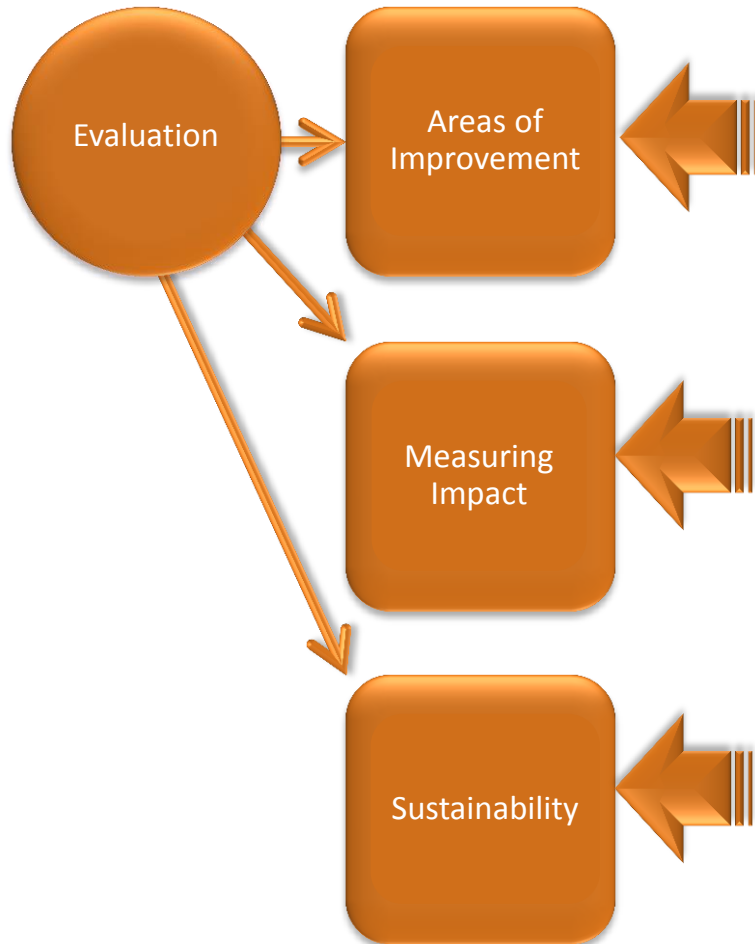
Examples

✓ *Make sure the community is represented in the evaluation process*

✓ *Ensure that data collection tools reflect community culture*

✓ *Track and tout outcomes. Share outcomes with community members so that they can become champions of your efforts*

The SPF and Cultural Competence

Why cultural competence?

- To eliminate service and participation disparities for people of diverse racial, ethnic, and linguistic populations

- To consider culture, gender, ability levels, and sexual orientation in all aspects of the SPF

- To improve the effectiveness and the quality of the programs, policies and practices chosen to achieve outcomes

The SPF and Sustainability

- Applies to more than funding
- Sustaining outcomes, not programs
- Think sustainability from the beginning
- Look to the system to sustain outcomes
- Sustain prevention by making it everyone's job!

The SPF Principles

- Prevention is a continuum
- Prevention is prevention is prevention
- Successful prevention decreases risk factors and enhances protective factors
- Prevention requires adoption of known effective prevention practices within a framework that works

The SPF Principles
(continued)

▸ Systems of prevention services work better than service silos

▸ Common data sets across service systems can help assess prevention efficacy and promote accountability

▸ Recognizes the importance of States and communities

▸ Comprehensively address substance abuse

Resources

- Substance Abuse Mental Health Services Administration (SAMHSA)- www.samhsa.gov

- Center For Substance Abuse Prevention (CSAP)- www.samhsa.gov

- President's Office of Drug Control Policy (ONDCP) – www.ondcp.gov

- National Registry of Effective Prevention Programs (NREPP)- www.nrepp.samhsa.gov

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